



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 566139 /		<u>Alt Order #</u> 07894327
<u>Product</u> AMER 4 PROSPERITY		
<u>Contract Dates</u> 08/22/12 - 08/27/12		<u>Estimate #</u> 1/304
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/22/12	08/26/12	Newschannel 3 News	6-7am		:30			NM	6	\$2,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$365.00			
2	3	08/22/12	08/26/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$280.00			
3	3	08/22/12	08/26/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$280.00			
4	3	08/22/12	08/26/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--111--				3	\$505.00			
5	3	08/22/12	08/26/12	7-730pm	7-730pm		:30			NM	6	\$3,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$585.00			
6	3	08/22/12	08/26/12	Late News (M-F)	11-1135p		:30			NM	5	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				5	\$760.00			
7	3	08/22/12	08/26/12	Late Night with David Letterman	1135pm-1235am		:30			NM	5	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				5	\$235.00			
8	3	08/22/12	08/22/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$1,925.00			
9	3	08/22/12	08/22/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$1,375.00			
10	3	08/23/12	08/23/12	Thursday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$1,925.00			
11	3	08/23/12	08/23/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$1,785.00			

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Contract / Revision	Alt Order #
566139 /	07894327

Contract Dates	Product	Estimate #
08/22/12 - 08/27/12	AMER 4 PROSPERITY	//304

Advertiser	Original Date / Revision
Americans For Prosperity	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
12	3	08/24/12	08/24/12	Friday Prime	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$1,240.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Friday Prime	8-9pm	-----F----	:30		\$1,240.00	NM		
	Credited											
13	3	08/24/12	08/24/12	Friday Prime	9-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$1,655.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Friday Prime	9-10pm	-----F----	:30		\$1,655.00	NM		
	Credited											
14	3	08/24/12	08/24/12	Friday Prime	10-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$1,375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Friday Prime	10-11pm	-----F----	:30		\$1,375.00	NM		
	Credited											
15	3	08/25/12	08/25/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$170.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	08/20/12-08/26/12	Newschannel 3 News	6-630pm	-----Sa--	:30		\$170.00	NM		
	Credited											
16	3	08/25/12	08/25/12	730-8pm	730-8pm		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$135.00			
17	3	08/25/12	08/25/12	Saturday Prime	9-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$555.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Saturday Prime	9-10pm	-----Sa--	:30		\$555.00	NM		
	Credited											
18	3	08/25/12	08/25/12	Saturday Prime	10-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$830.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/20/12-08/26/12	Saturday Prime	10-11pm	-----Sa--	:30		\$830.00	NM		
	Credited											
19	3	08/26/12	08/26/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$555.00			
20	3	08/26/12	08/26/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,785.00			
21	3	08/26/12	08/26/12	Sunday Prime	9-10pm		:30			NM	1	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,515.00			
22	3	08/26/12	08/26/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Americans For Prosperity	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		08/20/12	08/26/12	-----S				1	\$1,375.00			
23	3	08/26/12	08/26/12	1135pm-1205am	1135pm-1205am		:30			NM	2	\$420.00
Week:		08/20/12	08/26/12	-----S				2	\$210.00			
24	3	08/27/12	08/27/12	Newschannel 3 News	6-7am		:30			NM	2	\$730.00
Week:		08/27/12	09/02/12	M-----				2	\$365.00			
25	3	08/27/12	08/27/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
Week:		08/27/12	09/02/12	M-----				2	\$280.00			
26	3	08/27/12	08/27/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
Week:		08/27/12	09/02/12	M-----				2	\$280.00			
27	3	08/27/12	08/27/12	Newschannel 3 News	6-630pm		:30			NM	1	\$505.00
Week:		08/27/12	09/02/12	M-----				1	\$505.00			
28	3	08/27/12	08/27/12	7-730pm	7-730pm		:30			NM	1	\$585.00
Week:		08/27/12	09/02/12	M-----				1	\$585.00			
29	3	08/27/12	08/27/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
Week:		08/27/12	09/02/12	M-----				2	\$760.00			
30	3	08/27/12	08/27/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$235.00
Week:		08/27/12	09/02/12	M-----				1	\$235.00			
31	3	08/27/12	08/27/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
Week:		08/27/12	09/02/12	M-----				1	\$1,655.00			
32	3	08/22/12	08/24/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,395.00
Week:		08/20/12	08/26/12	--WTF--				3	\$465.00			
33	3	08/27/12	08/27/12	Newschannel 3 News	5-530pm		:30			NM	1	\$465.00
Week:		08/27/12	09/02/12	M-----				1	\$465.00			
34	3	08/25/12	08/26/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
Week:		08/20/12	08/26/12	-----SS				2	\$515.00			
35	3	08/22/12	08/24/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,305.00
Week:		08/20/12	08/26/12	--WTF--				3	\$435.00			
36	3	08/27/12	08/27/12	Newschannel 3 News	530-6pm		:30			NM	1	\$435.00
Week:		08/27/12	09/02/12	M-----				1	\$435.00			
37	3	08/25/12	08/25/12	Redskins Preseason	4p-1xm		:30			NM	1	\$1,250.00
Week:		08/20/12	08/26/12	-----S-				1	\$1,250.00			
38	3	08/24/12	08/25/12	NFL Pre Season	8-11pm		:30			NM	2	\$3,600.00
Week:		08/20/12	08/26/12	----FS-				2	\$1,800.00			

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Americans For Prosperity	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
39	3	08/22/12	08/24/12	Newschannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--WTF--				2	\$365.00			
40	3	08/27/12	08/27/12	NewsChannel 3 News	5-6am		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	M-----				1	\$240.00			
Totals											78	\$45,450.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	63	\$37,960.00	\$32,266.00
08/27/12 - 08/27/12	15	\$7,490.00	\$6,366.50
Totals	78	\$45,450.00	\$38,632.50

Signature: _____ Date: _____

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